7. Linguistic inclusion. In recent years, there has been a desire for an inclusive language that takes into account the diversity of gender identities and cultural characteristics. This is an important step towards creating a more just society where everyone feels heard and accepted. However, the introduction of an inclusive language also raises debates about its appropriateness and effectiveness.

8. Conclusion. The modern linguistic and cultural environment is a complex and multifaceted phenomenon that requires in-depth analysis and understanding. Globalization, digitalization, cross-cultural interactions and changes in language norms are shaping new realities of communication and self-expression.

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ADAPTATION OF LANGUAGES TO NEW TECHNOLOGIES

Адаптация языков к новым технологиям

New technologies play an important role in the lives of each of us, that's why influencing all aspects, and language is no exception. They have simplified communication, allowing people to connect from different parts of the world through messengers and social networks. In the field of education, new technologies are also actively used to make learning more accessible, through online courses and special training systems. However, with the advent of change came new challenges such as cyber threats, monosyllabic language, cultural homogeneity and much more. Modern technology has had a profound impact on language and the way it is used. They opened up new horizons for communication and self – development, but also brought a number of challenges and problems. It is important to maintain a balance and strive to ensure that new technologies enrich and improve the language, while maintaining the uniqueness and diversity of linguistic expression.

In this report we will look at exactly how modern technologies affect language and the methods of its use. One of the most noticeable and remarkable changes caused by technology is the expansion of vocabulary, which has a positive effect on the development of a person's critical thinking, increases self – confidence, and facilitates the perception of new ideas and concepts, which is especially important in the educational process. Words and phrases related to new technologies are quickly becoming commonplace. For example, terms like «Internet», «gadget», «hashtag» have become familiar in everyday speech. In addition, new words and expressions appear that reflect cultural social changes or are trending. These innovations not only enrich the language, but also create new ways of expressing ideas and emotions.

New technologies contribute to the globalization of language. Thanks to various social networks and instant messengers, people can communicate and keep in touch from different parts of the world, which contributes to the mixing of languages and cultures. English has become a global language, which has consequently led to the borrowing of words and expressions from other languages, and led to the emergence of new hybrid forms.

Technology is also influencing changes in grammatical structures. In conditions of rapid communication on social networks and instant messengers, users often resort to abbreviations and emoji, which leads to a simplification of the language. However, such changes thus reflect the adaptation of the language to new conditions of communication, where speed and conciseness become a priority.

Modern technologies expand vocabulary, change grammatical structures and develop new forms of communication, which have a significant impact and change people's lives. However, these changes cause both positive and negative consequences. On the one hand, technology facilitates faster and more effective communication. On the other hand, they can threaten linguistic diversity and traditional forms of expression. But new technologies bring much more positive changes to language and methods of its use and radically change a person's life for the better.

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ORTHOGRAPHIC FEATURES OF ELECTRONIC DISCOURSE IN FORUMS

Орфографические особенности электронного дискурса на форумах

Internet communication plays a key role in personal relationships, business and education allowing people to communicate in real-time, access resources, and participate in global discussions. The aim of the work is to research the orthography of electronic discourse in English-speaking and French-speaking forums.

The orthography of electronic discourse in forums is unique and reflects the desire for fast information exchange. One of the key orthographic features is the *simplification of spelling*. Users often abbreviate words to speed up typing, e.g., «please» becomes «pls» and «people» becomes «ppl». In French-speaking forums, a similar phenomenon is observed: «c'est» becomes «c» or «s», and «tu» is shortened to «t». Such changes make the communication more responsive and are in line with the dynamics of online communication.